



# NEWS RELEASE

PUBLIC RELATIONS OFFICE

The American Numismatic Association

P.O. Box 2366

Colorado Springs, Colo. 80901

FOR IMMEDIATE RELEASE

ANA - United Nations to Share

National Coin Week Limelight

Association to Work With World Group

on Publicizing Humanitarian Project

Colorado Springs, Colo. - The National Coin Week Committee of the American Numismatic Association and the Food and Agriculture Organization of the United Nations have announced that the two groups will work together and share a common theme for 1969. FAO already has announced a worldwide coin issue theme based on food and agriculture; 1969 National Coin Week theme for ANA will be "Coins - Links in a Chain of Peace."

In late 1966 FAO suggested to world governments that a new and promising method of increasing public interest in world food and agricultural development would be to illustrate this theme on future national coins. Since the coin plan was announced, more than two dozen nations have announced that such coins will be issued by them, an additional sixty have the proposal under different stages of consideration.

(more)

FAO felt that the problems of hunger and underdevelopment will need for their solution a concerted effort of international cooperation lasting several decades. Because of the enormity of the task, it is necessary to find a novel and lasting means of public education, in particular for rural populations in developing countries, and for the more prosperous sections of the public in the advanced countries. Coins fulfill these educational aims to an outstanding degree.

The National Coin Week Committee of the American Numismatic Association recognized the tremendous part that the association could play in helping the world organization achieve its intended goal. One of the aims of FAO is to reach an influential section of the population, that made up of coin collectors. It is felt that numismatics, because of its historical and monetary associations, attracts highly educated people, and may indeed be taken as a useful guide to rising standards in both education and prosperity. National Coin Week will serve as the natural bridge between the collector and FAO.

This year the National Coin Week Committee is composed entirely of members from the numismatic press. It is felt, by the board of governors of ANA, that their professional help and know-how will enable the ANA to effectively publicize coin week. This international cooperative endeavor is one tangible result. The 1969 committee is composed of Ed Neuce, news editor, Coin World; Chester L. Krause, publisher, Numismatic News; Richard A. Hyde, publisher, Numismatic Digest; and Lee Martin, advertising director, COINage. The committee is being chaired by Ed Rochette, public relations officer for the ANA.

For those planning to display coins and currency for National Coin Week, it cannot be stressed enough that the tradition into which the theme and the

(more)

FAO coin plan falls is open-ended, both ways. On the one end is the long series of agricultural coins and primitive food-money going back to the Greek world 2,500 years ago, on the other, the current FAO-inspired coins that will probably be reissued with later dates, and there are so many other international and regional issues. U. S. coin designs are limited only to the imagination of the display, from the wheat sheaves of the copper cent to the various commemorative issues of the past half century.

The year-long effort will culminate during the week of April 20th through the 26th, when various state and national proclamations will name that week National Coin Week. The 1,000 or more coin clubs and 25,000 individual collectors associated with the American Numismatic Association will be working on the common theme, Coins - Links in a Chain of Peace, and preparing exhibits and displays to promote food and agriculture as seen through the study of coinage, currency, medals and other related objects during that week.

Plans for promoting National Coin Week include numismatic displays, publicity through newspapers, radio and television, and service club programs. Details will be available very shortly and may be obtained from the National Coin Week Committee, ANA Headquarters, P. O. Box 2366, Colorado Springs, Colorado 80901.

# # #

November 20, 1968